



# Utah!



# TRAVEL-Barometer

Research and Planning  
Newsletter

Utah Division of Travel Development

Spring, 2000

## New Management Plan Details Use Strategies For the Grand Staircase-Escalante National Monument

*On September 18, 1996, President Clinton established the Grand Staircase-Escalante National Monument (GSENM) under the authority of the 1906 Antiquities Act. The GSENM is located in the south central portion of Utah and covers approximately 1,870,000 acres. This area is larger than the state of Delaware (1.3 million acres). The Presidential Proclamation that created the Monument in 1996 provided a clear mandate for its Management Plan - to protect the myriad historic and scientific resources in the Monument. The final version of the Management Plan for the GSENM has recently been completed and published.*

The completion of the GSENM Management Plan represents a unique and special contribution to Utah's federal lands. Its size, resources and remote character provide a spectacular array of scientific, public education and exploration opportunities. The vision for the management of the Monument centers around two basic precepts:

***First and foremost, the Monument will remain protected in its primitive, frontier state.*** The BLM will safeguard the remote and undeveloped character of the Monument, which is essential to the protection of the scientific and historic resources.

***Second, the Monument will provide opportunities for the study of scientific and historic resources.*** In addition to the study of specific scientific resources and disciplines, the Monument setting will allow the study of key issues such as understanding ecological and climatic

change over time, understanding the interactions between humans and their environment, improving land management practices, and achieving properly functioning, healthy, and biologically diverse landscape. *The BLM will support and encourage scientific study, as long as it does not conflict with the protection and preservation of Monument resources.* Within these two basic precepts, the Proclamation and management policy specify that other activities can and should continue to occur. The Monument staff will continue to work with local, state and federal partners, scientists, Native American Indians, and the public to refine management practices the will ensure resource protection, facilitate scientific and historic research,

*Continued on pg. 2*



treasures without jeopardizing the resources or the remote character of this special area.

While these strategies will protect Monument resources, they will also help meet another important objective - providing economic opportunities for local communities. By focusing visitor opportunities on the periphery of the Monument, visitors are more likely to stay overnight in the local communities, and the rugged nature of the interior of the Monument will be retained.

The designation of a management zone system will serve as the primary tool for managing visitors and other users in a manner that will safeguard the Monument's resources. The Plan designated four management zones within the Monument:

*Monument Use Plan, continued*  
respect authorized uses and allow appropriate visitation. To achieve the priorities outlined above, visitor development in the Monument will be limited to minor facilities such as interpretive kiosks and pullouts, located in small areas on the periphery of the monument. Major visitor centers will be located in nearby towns instead of within the Monument itself. Limiting development to the periphery will allow visitors to better

understand the Monument's national  
*Utah Travel Barometer*

## Points of Emphasis in The GSENM Management Plan

Management of uses to protect and prevent damage to Monument Resources (archaeological, historic, biological, paleontological, geological)

Facilitation of appropriate scientific research activities

Designation of a transportation system for the Monument and prohibition of all cross-country vehicle travel

Identification of protection measures for special status plant and animal species, riparian areas, and other special resources.

Identification of measures to ensure water is available for the proper care and managements of objects in the Monument.

Accommodation of recreation by providing minor recreation facilities for visitors. Major visitor facilities will be located in surrounding communities in order to protect resources and promote economic development in the communities.

Establishment of a Monument Advisory Committee to advise managers via an adaptive management strategy for implementing the Plan

Commitments to work with local and state governments, Native American Indian Tribes, organizations, and Federal agencies to manage lands or programs for mutual benefit consistent with other Plan decisions and objectives

Recommendation of approximately 252 miles of river segments as suitable for designation as Wild and Scenic Rivers.

The **Frontcountry Zone** (4 % of the Monument) is the focal point for visitation. This zone will offer day-use opportunities near towns adjacent to the Monument and to Highways 12 and 89, both of which cross the Monument. This zone will accommodate the primary interpretation sites, overlooks, trails and related facilities needed to highlight the Monument's vast array of resources.

The **Passage Zone** (2 % of the Monument) contains secondary travel routes used as throughways and recreation destinations. The BLM will provide rudimentary facilities necessary for visitor safety and interpretation.

The **Outback Zone** (29 % of the Monument) is intended for an undeveloped, primitive, and self-directed visitor experience while accommodating motorized and mechanized access on designated routes. Facilities will be rare and provided only when essential for resource protections.

The **Primitive Zone** (65 % of the Monument) will offer an undeveloped, primitive, and self-directed visitor experience without motorized or mechanized access. *Continued on pg. 3*

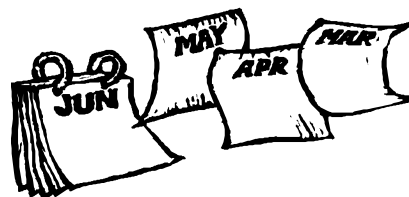
#### *Monument Use Plan, continued*

The BLM will not provide facilities and will post only those signs necessary for public safety or resource protection.

This Plan is the result of a unique collaborative planning process involving state, tribal, local and scientific participation, as well as participation by the general public. **Copies of the Management Plan are available by request at the following locations:** GSENM, Kanab Office (435) 644-4300; GSENM, Escalante Office, (435) 826-4291; and the Bureau of Land Management Office, Salt Lake City, (801) 530-4001. The Plan is available as a full-color book or on compact

disk. For more information, you may also visit the GSENM Web Site at: <http://www.ut.blm.gov/monument>.

*Material for this article was taken from the Grand Staircase-Escalante National Monument Management Plan, effective February 2000. Additional contributions were made by the staff of the Utah Division of Travel Development, notably Kathleen Truman who participated in the development of the management plan.*



## Travel and Tourism Trends: Outlook on 2000 AND Beyond

*By Jon Kemp, Research Coordinator*

Most of the industry experts have completed their 1999 year-end reports and offered their new, year 2000 forecasts. The forecasts are notably conservative, with many analysts projecting slight to moderate growth in travel and tourism industries in 2000 (between 2% to 5%). A strong economic foundation highlighted by low inflation, strong consumer confidence and a healthy stock market should propel growth.

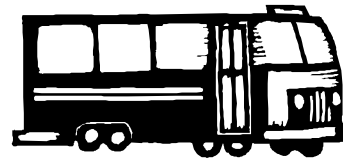
Some factors that have not yet had a negative influence on the travel forecast but are worth watching include the effects of rising interest rates, the value of the dollar (especially for international travelers) and the relative economic stability of international markets. A couple of risks that are likely to curb growth in 2000 are tight labor markets (which may spur inflationary pressures) and rising energy prices. As always, weather patterns and the occurrence of natural disasters such as fires may also affect travel in 2000. Nevertheless,

the economic outlook is positive and supports growth forecasts. With likely industry growth, the trends that travel industry officials have been watching should continue. We've grouped several of the trends we're watching into three broad categories that provide some insight into the ever-changing travel and tourism industry

### Collecting Experiences and Memories

Increasingly, travelers and tourists are seeking new and unique experiences. Destinations that celebrate diversity and offer cross-cultural appeal are becoming more popular. Increasing stress and time poverty have fueled travel motivations of escape, education, and enrichment. Families, including single parent and three-generation households, look to leisure time as opportunities to create memories. Most groups rely on shorter vacations, often weekend getaways, to enjoy such moments. Segments of the travel market that are able to accommodate trips of shorter duration and still meet service and experiential expectations are likely to increase in popularity. Adventure travel, cultural and heritage tourism, festivals and special events, nature and eco-tourism and urban tourism, especially to places offering shopping and entertainment together, are examples of segments likely to increase during the next several years. Travelers have demonstrated a willingness to spend more for higher quality experiences, although expectations are high and value is a critical determinant. Spontaneous decisions while traveling are also occurring with more frequency as people seek out the quintessential experience or memory that will define their trip.

*Continued on pg. 4*



### Tourism Trends, continued The Aging of America

The large population group known as the baby-boomer generation is approaching retirement age. Retirees, who characteristically have more time and money than other demographic groups and are less tied to one location, represent an important target market that will become even more significant over the next several years. Years of work and savings combined with the strong economy, and gains in the stock market have led to an increase in household income. Increases to household income have also increased discretionary income, from which leisure travel derives its source. Nevertheless, discretionary income is just that, discretionary. Travel often competes with other lifestyle alternatives for the use of that income. The ability of the travel industry to meet future expectations will likely influence the amount of growth. While retirees are likely to continue to remain active and be motivated by similar factors as other groups, some age-related trends that are already afoot include strong sales in the RV industry and the growing numbers of travelers that include health-related criteria in selecting their vacation destination.



### Technology and the Informed Traveler

The Internet has revolutionized the travel and tourism industry. Among the many implications has been a more level playing field among destination competitors

Bed and breakfasts have particularly enjoyed an increase in popularity due to Internet traffic. More and more people use the Internet to gather information about various destinations. Online bookings and reservations become more popular each year. The changes brought about by the Internet underscore other changes within the travel and tourism distribution system. The growing consolidation within the industry has underscored other changes within the

travel and tourism. However, smaller niche competitors able to rapidly adjust to changing consumer preferences are also enjoying success. Customers are increasingly savvy, well educated and informed. Expectations have are risen and consumers demand quality, but value is still very important.

# Where's Jeff ?



Regular visitors to [utah.com](http://utah.com) can follow the Utah adventures of intrepid Internet traveler, Jeff Schmerker and his trusty canine sidekick Porter, on the "Where's Jeff" link accessible from the home page. Jeff's explorations include everything from biking near Dinosaur National Monument, or snowmobiling at Daniel's Summit, to reveling in the Utah Belly Dance Festival at Snowbird, and sloshing through the Layton Wetlands Preserve (binoculars trained the skies) during spring migration. Jeff's exploits draw a wide audience of "adventure hounds" as well as "armchair travelers". For those of us in the tourism industry, Jeff's jaunts can also serve as an indicator of visitors' perceptions and specific interests in various parts of the state. Jeff's recent postings taken

him through the Waterpocket Fold, examined the flora and fauna in the state's extreme southwest corner and of course, there have been a few ski resort reports. For fun and a funky form of market research, visit [utah.com](http://utah.com) and see for yourself where Jeff will turn up next.



Did You Know . . .



The Travel Industry Association of America (TIA) reports that in 1999, 85 million domestic travelers had Internet access, compared to 29 million travelers in 1996. It is even more exciting to realize the growth in the number of travelers using the Internet to plan their vacations. Between 1996 and 1999, online travel planning among travelers increased 1,583%! [Utah.com](http://Utah.com), the official site of the *Utah Travel Barometer*

Utah Travel Council, has experienced a trend similar to the TIA findings. In 1996, the average monthly visit count was 20,839. By 1999, that number increased to 169,414 average monthly visitors. Many members of Utah's tourism industry have found that a few thousand well-placed dollars for Internet advertising can bring in thousands more in business. A rafting company in Moab indicates that a \$6,000 Internet investment has yielded over \$60,000 in business. An hotelier in Salt Lake City supports those findings. His business has received \$12,500 in business from the Internet in the last six months. Others in the Utah travel industry have related that between 75% and 80% of their business is coming from the Internet.

*Information compiled by Debra Biser, Managing Editor, Utah.com.*

### 1999 Utah Tourism At a Glance

- 18.2 million non-resident visitors
  - ✓ 700,000 international visitors
- \$4.2 billion in traveler spending  
(Over 7% of Utah's Gross State Product)
  - ✓ \$336 million in state and local tax revenues  
(*\$158 per Utah resident*)
- 119,500 travel and tourism jobs  
(11.4% of all non-agricultural jobs)
  - ✓ 67,000 Direct Jobs
  - ✓ 52,500 Indirect Jobs
- 11.9 million recreation visits were made to Utah's national parks, monuments and recreation areas
- 3.14 million skier visits to Utah resorts
- 61.6% hotel occupancy rate
  - ✓ Indirect Jobs
- 11.9 million recreation visits were made to Utah's national parks, monuments and recreation areas
- 3.14 million skier visits to Utah resorts
- 61.6% hotel occupancy rate

### Utah Travel Barometer

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***1999 Fourth Quarter and Year End Visitor Statistics***

<b>Segments</b>	<b>October</b>	<b>November</b>	<b>December</b>	<b>1999</b>	<b>1998</b>	<b>% Change</b>
<b>S.L. Int'l Airport Passengers</b>	1,581,914	1,491,828	1,557,660	19,944,556	20,297,371	-1.7%
<b>National Park Recreation Visits</b>	521,371	221,133	111,541	5,517,858	5,466,090	0.9%
<b>National Monuments and Recreation Areas</b>	348,818	145,319	78,893	6,413,789	5,821,139	10.2%
<b>Utah State Parks</b>	498,491	247,084	184,961	6,768,016	6,879,271	-1.6%
<b>Visitor Information Centers</b>	50,780	32,016	24,914	733,095	764,623	-4.1%
<b>Hotel/Motel Occupancy Rates</b>	57.5%	49.4%	43.4%	61.6%	63.8%	-2.2 points